



21 April, 1998

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REGION OPERATIONS MANAGERS AND PROMOTIONS  
COORDINATORS IN ALL ROU'S EXCEPT 1810, 2110, 2210

SUBJECT: SOUTHLAND / 7-ELEVEN - C.I.D. 0001-XX-XX  
JUNE DORAL B2G1F / B1G1F VAP ALLOCATIONS

**IMMEDIATE FOLLOW THROUGH REQUIRED**

Ladies and Gentlemen,

In order to work our Value Added Program in 7-Eleven stores serviced through McLane, 7-Eleven stores were removed from each Region's Workplan Execution Model. This occurred due to 7-Eleven's surveying of their stores for VAP participation through McLane.

During the aforementioned process, 7-Eleven stores purchasing cigarettes and VAP from suppliers other than McLane were inadvertently removed from the Workplan Execution Model. (Licensee chains without the "0001" chain prefix do not apply).

**Important :** In order to receive the June Doral B2G1F/B1G1F promotion, 7-Eleven stores purchasing VAP from suppliers other than McLane must be added back to the appropriate wholesaler's VAP template as soon as possible but not later than April 24, 1998.